

X: LEWIS, FULTON

Eighteen national advertisers have bought out the 107 periods for news broadcasts on the half hour available from the Mutual Broadcasting System. Mutual sells news programs on the half-hour only to national clients, and cooperates with affiliated stations in selling other news programs on a local or cooperative basis. Advertisers are investing \$60,950 a week or \$3,169,400 a year for news shows on Mutual Network.

Mutual has 457 stations. There are 23 applications now being processed by the network. It is expected that the affiliates will shortly exceed 600 due to a use of linking rural AM radio affiliates by FM circuits as well as by long lines of A. T. & T. According to a recent statement by Paul Roberts, Mutual Network President, said the network eventually plans to use 80 FM stations to feed high fidelity programming to Mutual affiliates not now receiving hi-fi service by A. T. & T. lines. 140 stations are now served through telephone lines which are fed from broadcasting studios to large stations over long line telephone cables, and then are relayed to lesser stations over local telephone lines. FM receivers will be installed in smaller radio stations to receive the FM transmissions and rebroadcast them on normal AM channels to listeners. It is estimated that it will take two years to install the new system which has been tested for the past ten weeks in New York State through the rural network owned by Northeast Radio Corporation. Mutual proposes to cancel the majority of its rental contracts for rural telephone lines. The use of FM will permit additional independent stations to join the network. The first FM station will be in San Francisco and the FCC will be asked to authorize six more which is the maximum allowed under the law. The remaining FM stations will be signed on as affiliated stations. Under the new management Mutual has started "Operation News Beat". Each one of the 457 stations become "stringers". The network has its own staffers and has news coverage from AP, UP and INS. Five-minute news programs are offered on the hour and half hour and a cut in on the network is made with a flash when the news merits it.

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Kraft Foods Company, placed by Needham, Louis & Brorby, is Mutual's largest single weekly radio news broadcaster. They have bought 29 shows at a cost of \$20,050 net a week. Two runners-up are American Home Products, 15 shows at \$12,000 a week, through Sullivan, Stauffer, Colwell & Bayles, and 15 shows bought by Donahue & Cee for B. T. Babbitt Company at a cost of \$10,900 a week. S. S. C. & B. the New York agency, is third on Mutual's list, buying 10 shows for Lever Brothers, Inc., at a total net cost of \$9,200 a week.

Shulton, Inc., which buys direct, is spending \$4,200 a week, as is Tint'n Set, Inc., a division of Diversified Cosmetics Associates, Inc., Newark, N. J., whose agency is Dunnan & Jeffrey. Both get seven half-hours a week for this amount.

There are four Mutual news sponsors with five half-hour shows a week. They are Consumer Drug Corp., Portland, Ore. (Dunnan & Jeffrey); Sterling Drug Company, Inc., (Compton Advertising); General Foods Company (Young & Rubicam); and Nylo Net Co., Miami, Fla. (Southern Advertising). Costs differ because of time spots. Sterling and Consumer pay \$3,750 each week, while General Foods and Nylo are billed at \$3,000 weekly.

#### Two Half-Hour Shows

Hudson Vitamin Corp., (Pace Advertising) and H. J. Heinz Co., Pittsburgh (McCann-Erickson) buy two half-hour shows from Mutual each week, paying \$1,500 and \$1,200 respectively. Six national advertisers with one half-hour a week on Mutual are: Sleep-Eze Company, Los Angeles (Mettl & Seitman); Rhodes Pharmacal Company, Cleveland, and Beltone Hearing Aid Co., Chicago, both placed by Olean & Bronner, Chicago; Spring Air Company (Loeff Advertising); H. Seager, Inc., Newark, N. J. (Dunnan & Jeffrey, Inc.) and America's Future, Inc., which buys without an agency.